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Bodi.Me Makes Finalist List for 2024 Laundry and Cleaning Awards

Bodi.Me, a finalist in the Laundry & Cleaning Today publication's LADAS Digital Impact Award, will be participating in the LADAS Awards 10th Annual Event on November 14th, in the United Kingdom.



London, United Kingdom (October 2024) - [Bodi.Me](https://www.bodi.me), a leader in innovative Sustainable Fashion Fit Technology, announced the company has made the finalist list in the 10th Annual Laundry and Cleaning Awards for Digital Impact within the laundry and dry-cleaning industry. The event, a major industry event for the textile care, hotel, and hospitality industries, acknowledges the very best in these sectors.

Bodi.Me was founded in 2013 by Lara Mazzoni and partners, to solve the garment industry's fit problem through advanced technology and sustainable practices. Its flagship product, [Size-Me](https://www.size-me.com), leverages AI and proprietary algorithms to provide precise fit recommendations from a few simple measurements, significantly reducing return rates by up to 80 percent and optimizing inventory. The Size-Me tool integrates seamlessly with customer systems, using AI and machine learning to provide instant, personalized size recommendations for healthcare uniforms, such as medical scrubs, nursing uniforms, and lab coats. This technology has earned numerous accolades in Europe, including the Best Business Leader in Digital Transformation 2023 (Business Awards UK) and Winner of Transformative Technology (PCIAW[®] Awards 2023). In 2024, Bodi.Me earned the distinction as the recipient of the Innovation Award in the Digital Service category at the Network Association of Uniform Manufacturers & Distributors (NAUMD), an international association based in the U.S.

“Bodi.Me is deeply honoured to be recognized as a finalist in the digital category for the Laundry and Dry-Cleaning awards this year,” Lara Mazzoni, a partner with Bodi.Me stated. “With the European Commission’s new proposal for a new directive to establish mandatory recycling obligations from companies that produce textiles, uniforms, and footwear, it is more imperative than ever to reduce waste starting at the point of purchase, eliminating returns and unwanted garments and uniforms. Bodi.Me’s mission is to provide textile and uniform manufacturers with a cost-effective and cost-saving platform to eliminate such waste.”

Bodi.Me’s commitment to sustainability aligns perfectly with current industry needs. The fashion and uniform industry is under immense pressure to reduce its environmental footprint, with a significant portion of unused uniforms ending up in landfills. By ensuring accurate sizing from the outset, Bodi.Me’s technology helps prevent overproduction and minimize waste. Bodi.Me customers

have seen over 80 percent reduction* in return rates due to Size-Me's precise fit recommendations, as well as a 50:1 minimum ROI. For every \$2 invested, businesses have saved over \$100, demonstrating significant cost efficiency. To date, Bodi.Me has successfully sized and delivered over a million garment size recommendations to 100,000s wearers.

To learn more about Bodi.Me, visit www.bodi.me or read about its customers' successes [here](#). Fill out a [form](#) to arrange a demo of the Size-Me solution. Follow Bodi.Me on [Instagram](#) or [LinkedIn](#).

Reference:

* Fashion ecommerce industry average for consumer returns = 45% | Industry average for workwear returns = 12%

Size-Me and Bodi.ME Awards:

- Innovation Award, Digital Services Category, Fashion Fit Technology Program - NAUMD 2024
- Winner of the Transformative Technology, PCIAW® Awards 2023
- Winner Best Business Leader in Digital Transformation 2023 – Business Awards UK
- Winner of the Best Application of Innovative Technology, PCIAW Awards 2022
- Selected as top 99 London Tech Startups 2022 -Best Startup Magazine
- Best IT Innovation, PCIAW Awards 2021
- Best Newcomer, PCIAW Awards 2021

About Bodi.Me:

Bodi.Me is a UK-based SaaS company founded in 2013 by Lara Mazzoni and partners. In 2014 launched the first Size and Fit recommendation software, with the mission to help solve the garment industry's fit problem and promote better sustainability within the industry. Helping wearers select the best fit through fast and accurate size recommendation tools can reduce returns, optimize stock levels, and help businesses focus production on the sizes that sell.

Bodi.Me has been a pioneer in clothing size and fit optimization since 2014 with a (but not exclusive) focus on workwear and uniforms.

Bodi.Me's Size-Me tool integrates with customer systems and matches wearers to the right size garment from the customer's range via Bodi.Me's AI and proprietary technology. From just a handful of basic measurements, Size-Me extrapolates a complete body profile to provide instant size recommendations personalized to each wearer. Size-Me is uniquely customizable and adapts to each customer's needs.